

# Upper Midtown Land Use and Access Study

## City of College Park, MD

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*Presentation Prepared for College Park City Council*

*July 14, 2020*

*Project funded by MWCOC TLC Program*

# Outline

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- **MWCOG TLC Program Introduction**
- **Project Background**
- **Existing Conditions Analysis**
- **Agency & Stakeholder Engagement**
- **Redevelopment Scenarios**
- **Public Input**
- **Key Findings & Recommendations**

# MWCOG TLC Program Introduction

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# TRANSPORTATION/LAND USE CONNECTIONS OVERVIEW

## Upper Midtown Land Use and Access Study, College Park, MD

Greg Goodwin  
Senior Regional Planner

July 14, 2020



National Capital Region  
Transportation Planning Board

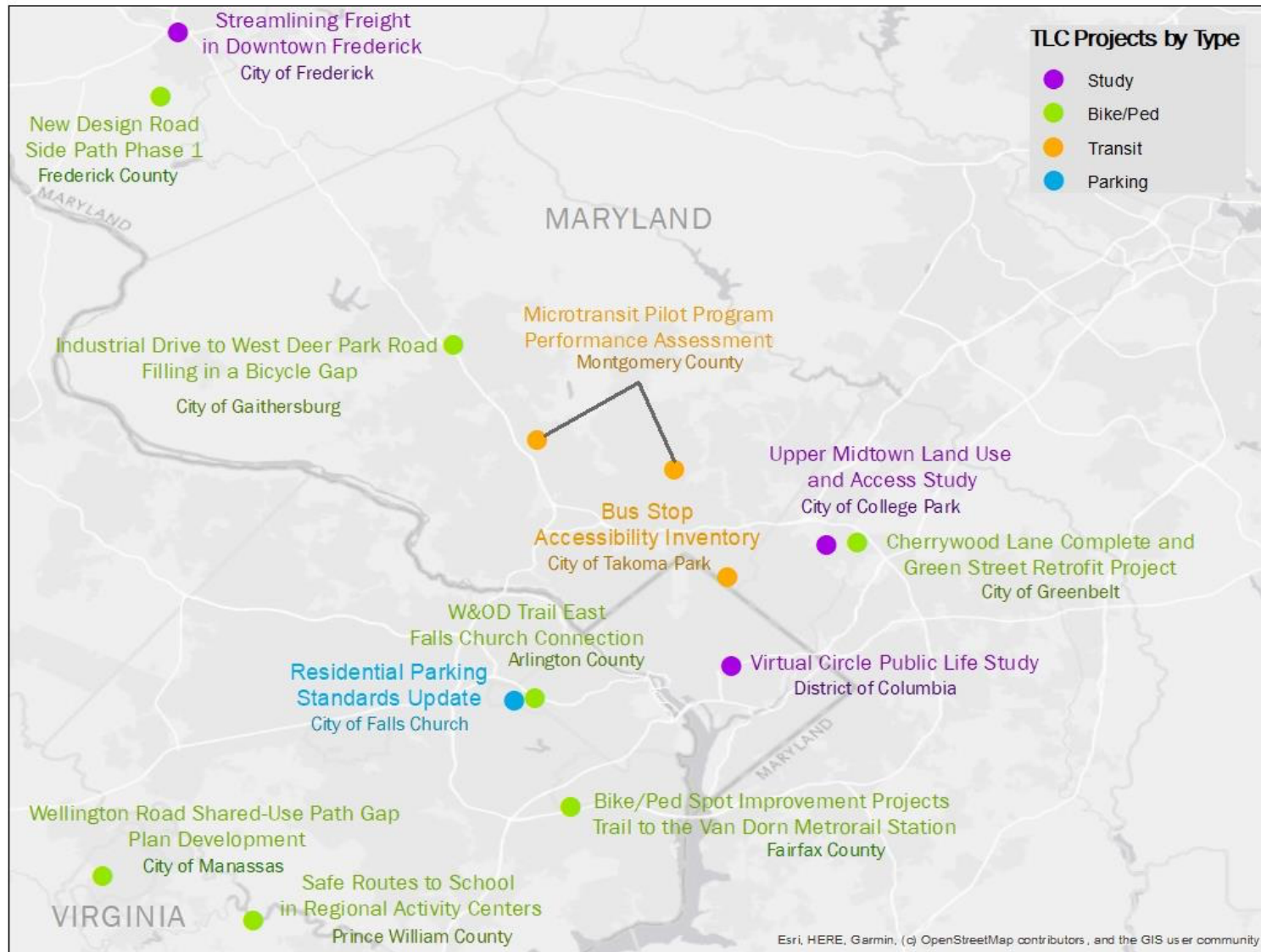


# Background on TLC

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- Began in 2007 – 130+ projects to date
- Allocates funding for consultant-provided technical assistance serving TPB member jurisdictions
- TLC projects selected through competitive process each spring, consultants competitively selected in the fall
- Roles and responsibilities are shared between MWCOC/TPB, the participating jurisdiction, and the consultant

# FY2020 TLC Projects



# Overview on Roles/Responsibilities

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- **COG/TPB**
  - As the contracting agency, provides payment, project oversight, and regional input
- **Jurisdiction**
  - Jurisdiction lead staff serves as the project manager
- **Consultant**
  - Works closely with the jurisdiction on all project-related issues; acts as firm would if contracting directly with the jurisdiction

# Role of MWCOC/TPB

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- **Contracting**

COG/TPB contracts directly with the consultants

- **Project Oversight and Communication**

COG/TPB staff liaison assigned to each project to ensure:

- Contract/invoice issues managed appropriately
- Protocol for jurisdiction/consultant coordination established
- Clear communication between all project participants

- **Final Deliverable Deadline:** May 31, 2020

- **Regional Applicability**

- TLC's primary goal = provide information, products, and tools that can be applied throughout the Washington Metropolitan Region

# Role of the City of College Park

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- **Project Management**

- This is your project – treat it as you would any other you manage. TLC liaisons provide oversight and are available if issues concerning scope/budget, etc. arise.

- **Expectations on Your Time**

- Tend to require less management time than projects funded by your jurisdiction due to scale and TPB managing contracting

- **Scope Creep**

- We ask that you ensure you are receiving the services promised while refraining from asking for additional tasks free of charge

- **Involvement of Other Partners**

- As a regional agency, TPB's interests lie in facilitating a process that brings together voices at the local, regional, state levels



# Role of Consultant (Kittelson & Associates)

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- Budgeting Wisely
  - As with any other contract, the consultant is bound by the scope of work agreed to in the contract initiated with COG/TPB. All deliverables promised in the contract are expected to be completed.
  - At times, the consultant may choose to perform an extra step for one task; this cannot be at the expense of another task.
  - Work closely with your TPB project liaison to ensure that all interests are protected.

# Additional Information

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- When in doubt on roles and responsibilities, call your TLC liaison. We want to know about potential issues before they become problems.
- For more information on the TLC program, go to: [www.mwcog.org/tlc](http://www.mwcog.org/tlc) under “Technical Assistance Program”
- Contact your TPB Project Liaison Greg Goodwin/ [ggoodwin@mwkog.org](mailto:ggoodwin@mwkog.org) or [TLC@mwkog.org](mailto:TLC@mwkog.org) for any questions



## Greg Goodwin

Senior Regional Planner

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[mwkog.org/TPB](http://mwkog.org/TPB)

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Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002



National Capital Region  
**Transportation Planning Board**



# Project Background

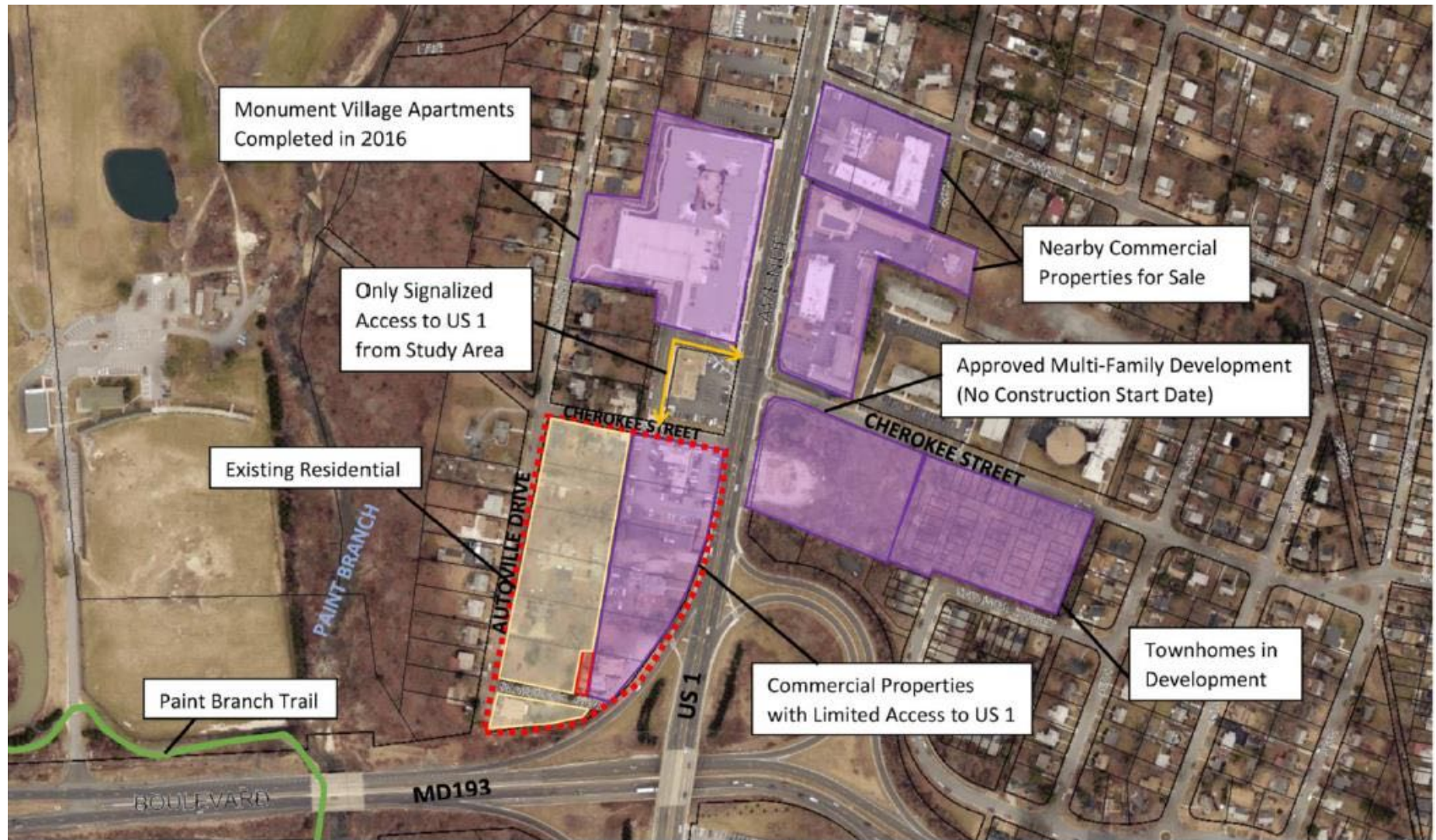
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# Study Area





# Ongoing and Recent Developments



# Goals & Objectives

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## Land Use & Zoning

- Assess opportunities for investment and redevelopment
- Test the new zoning ordinance
- Address fragmented parcel ownership and sizes
- Plan additional public amenities and open space such as parks and plazas

## Multi-modal Transportation

- Explore options to enhance vehicular and ped/bike access to the study area
- Provide attractive public realm fronting US 1 with pedestrian and bicycle connectivity
- Enhance pedestrian and bicycle connectivity to Paint Branch Trail

# Existing Conditions Analysis

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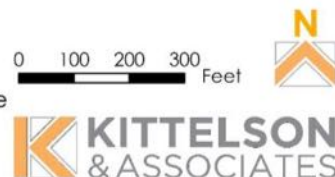
# Existing Land Use



## Existing Land Use

Upper Midtown Land Use and Access Study

- Land Use
- Single-Family Detached
  - Townhomes
  - Multi-Family
  - Commercial
  - Public Open Space
  - Vacant



Commercial Properties Along Route 1



Detached Single-family Residential Buildings Along Autoville Drive

# Property Ownership & Status

## Property Owners



No.	Address	Owner	Land Use
1	4601 Cherokee St	Piedrahita Alberto & Monica	Single-Family Residential: Owner-Occupied
	4605 Cherokee St	Burns Anita M	Single-Family Residential: Owner-Occupied
	4607 Cherokee St	Castellanos Armando & Maria	Single-Family Residential: Owner-Occupied
2	9098 Baltimore Ave	Heng Fa LLC	Commercial: China Buffet Restaurant
3	9085 Autoville Dr	Wasser Barry	Single-Family Residential: Owner-Occupied
	4605 Cherokee St	Burns Anita M	Single-Family Residential: Owner-Occupied
	4607 Cherokee St	Castellanos Armando & Maria	Single-Family Residential: Owner-Occupied
4	9094 Baltimore Ave	Fouray LLC	Commercial: Long & Foster
5	9077 Autoville Dr	Daria Land Group LLC	Single-Family Residential: Renter-Occupied
6	9078 Autoville Dr	Daria Land Group LLC	Multi-Family Residential: Rental and Commercial: The Jerk Pit Restaurant
7	9075 Autoville Dr	Daria Land Group LLC	Single-Family Residential: Renter-Occupied
8	9078 Baltimore Ave	Daria Land Group LLC	Commercial: The Jerk Pit Restaurant
9	9029 Autoville Dr	Wang Peng C	Single-Family Residential: Owner-Occupied
10, 11, & 12	9066 Baltimore Ave	Wood Yolanda F & Edward P Trustee	Vacant
13	9051 Autoville Dr	Zhang Chenhong	Single-Family Residential: Renter-Occupied
14	9104 Baltimore Ave	Doyle Living Trust	Commercial: Sherwin-Williams Paint Store & Lains Auto Services

## Property Status



Property Status	Residential Owned
Commercial	Residential Rented
Vacant Commercial	Outside Study Area

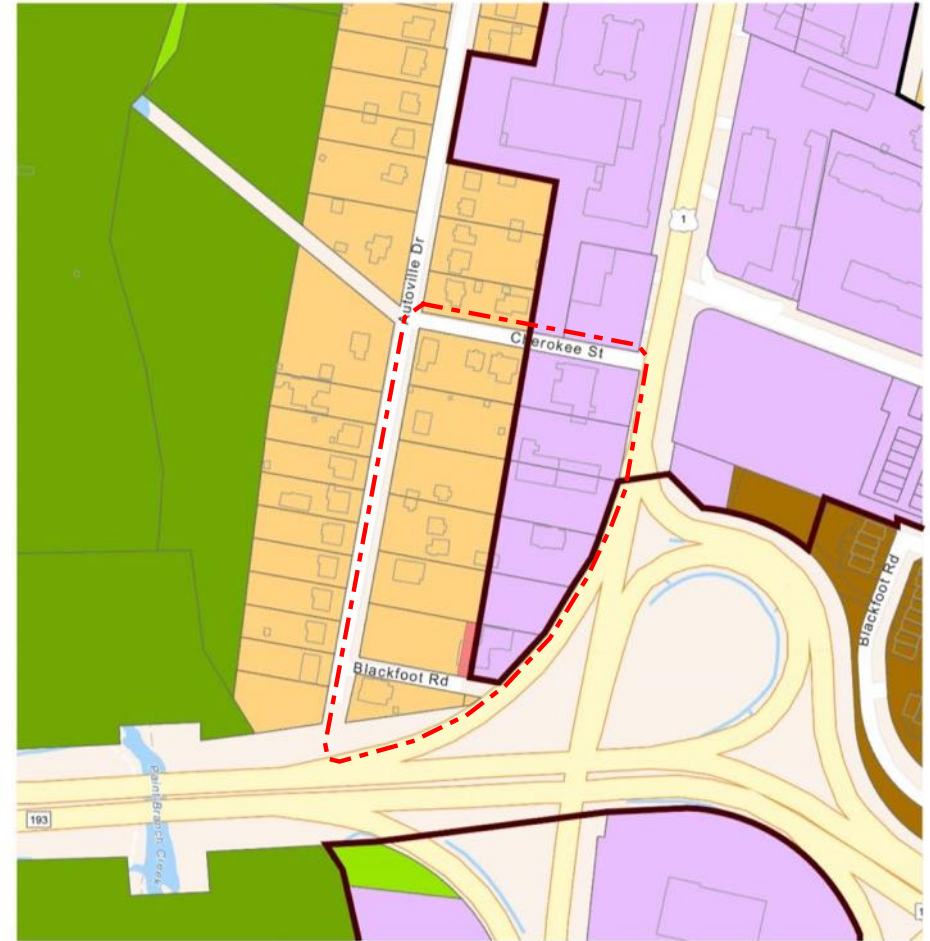


# Existing & Proposed Zoning



Existing Zoning

Upper Midtown Land Use and Access Study



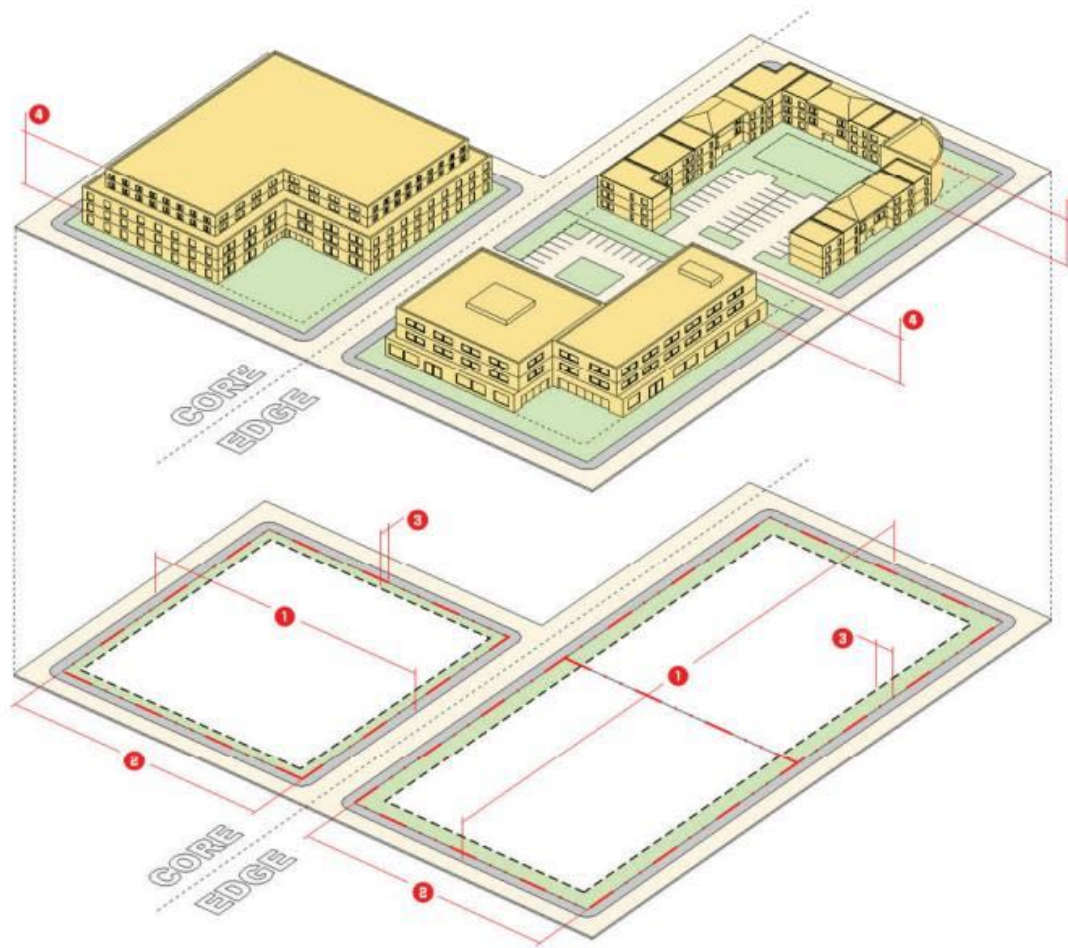
Proposed Zoning

Upper Midtown Land Use and Access Study



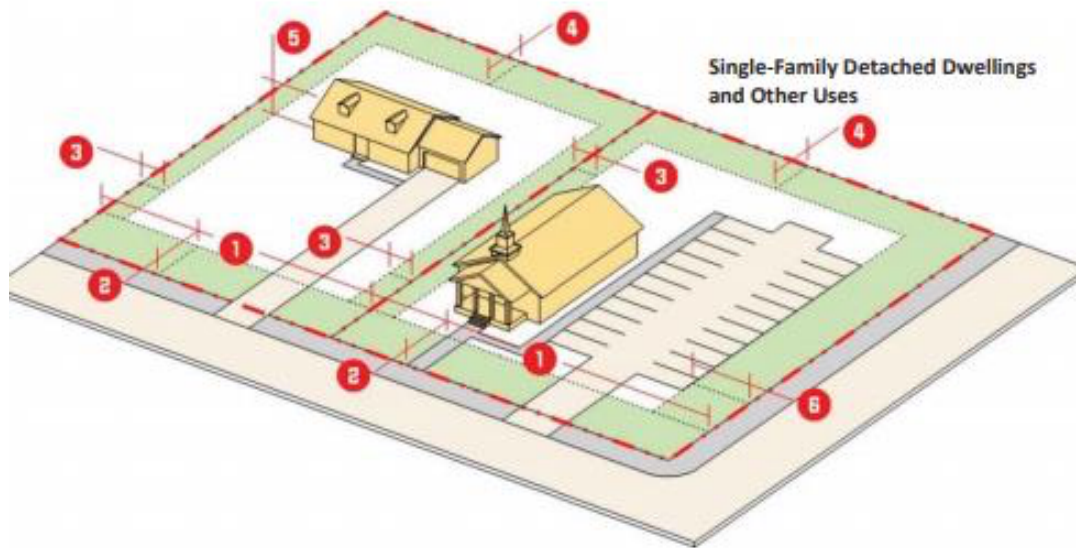


# Proposed Zoning – Local Transit Oriented - Edge (LTO-e)



Standard	Nonresidential & Mixed Use	Residential
Density (Min   Max) (du/ac)	N/A	10   40
FAR (Min   Max)	0.25   2	N/A
Front Yard Depth (Min)	0	10
Side Yard Depth (Min)	0	5
Rear Yard Depth (Min)	0	0
Principal Structure Height (Max) (Ft)	70	70

# Proposed Zoning – Residential Single Family – 65 (RSF-65)



Standard	Residential
Density (Max) (du/ac)	6.7
Front Yard Depth (Min)	25
Side Yard Depth (Min)	8
Rear Yard Depth (Min)	20
Principal Structure Height (Max) (Ft)	40

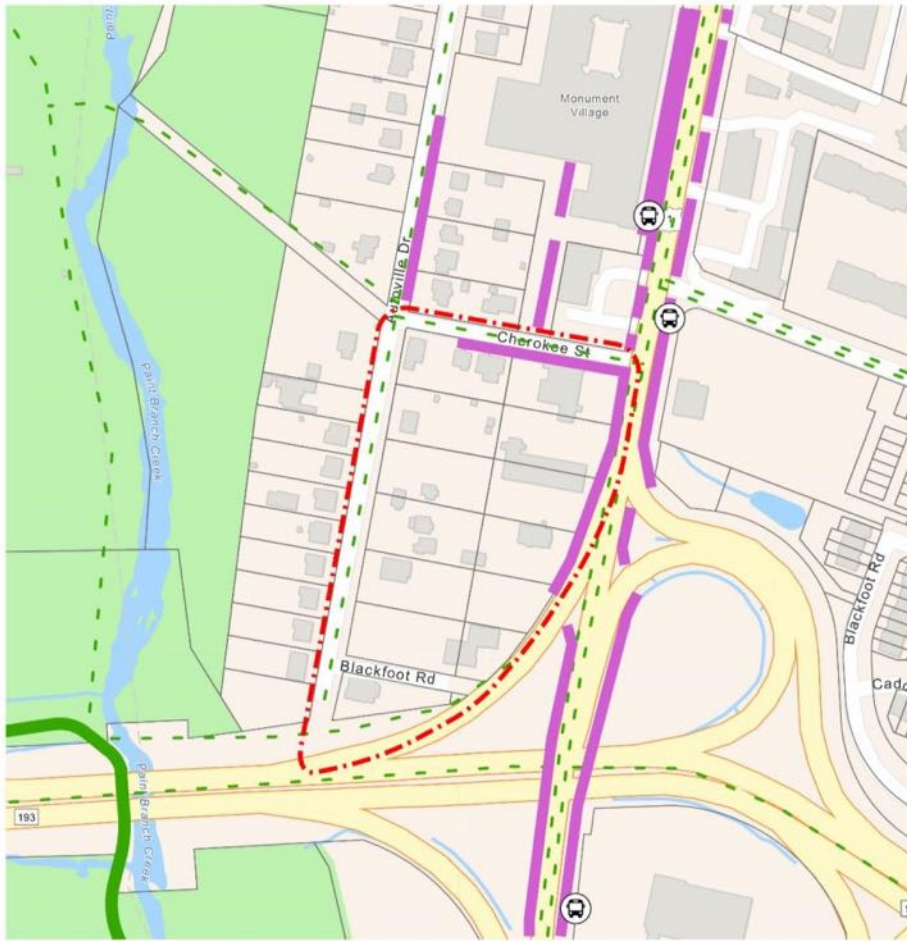
# Monument Village



- Built in 2016
  - 4,800 Sq. Ft. of Retail
  - 250 Apartment Units
  - 67.75 DU/Acre Density
  - 350 Parking Spaces
- Four level parking garage accessed by an alley from Cherokee Street.



# Multi-modal Transportation Facilities



Multi-Modal Transportation Facilities  
Upper Midtown Land Use and Access Study

Pedestrian Facilities

Existing

Bicycle Facilities

Existing

Planned

Transit Facilities

Existing



**KITTELSON**  
& ASSOCIATES



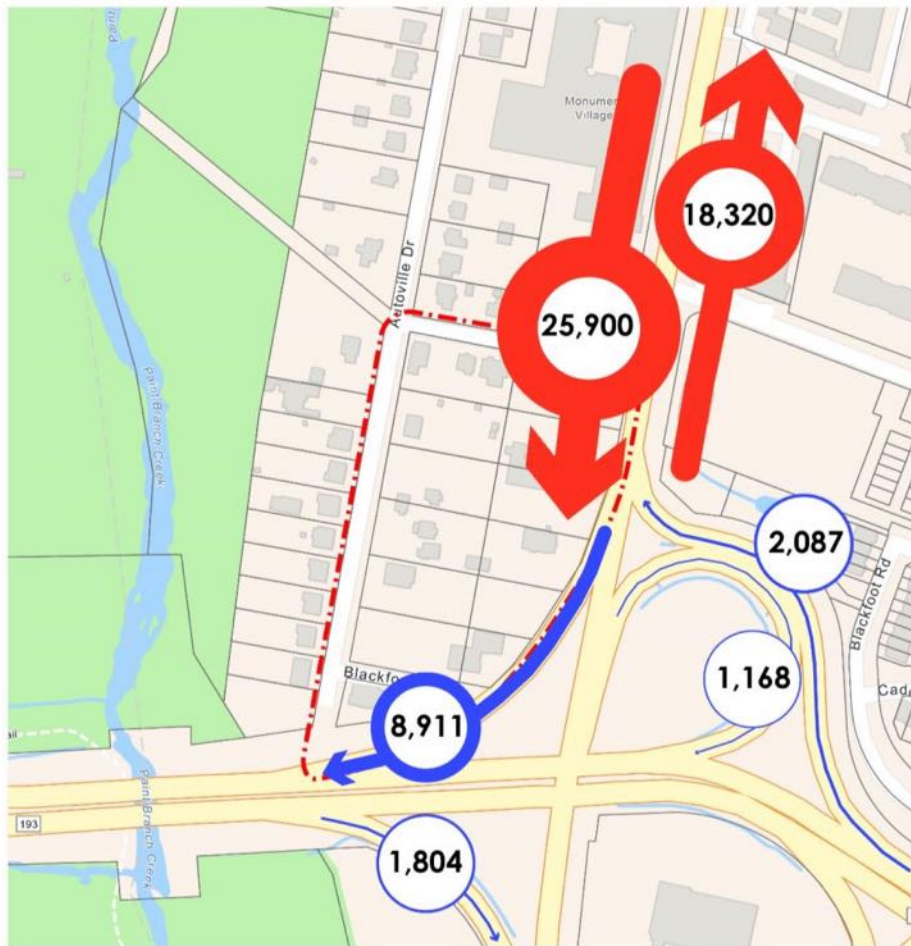
Narrow sidewalks along Route 1 and MD 193 ramp



Potential location for trail connection along MD 193



# Multi-modal Transportation Facilities



## Existing Traffic Volumes

Upper Midtown Land Use and Access Study

- Red line: Average daily volumes based on 10/15/19 traffic counts
- Blue line: Average daily volumes based on 03/29/17 traffic counts



**KITTELSON**  
& ASSOCIATES



Route 1 to MD 193 on-ramp



Pedestrian crossing across the ramp

# Previous Plans Reviewed

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- M-NCCPC Central US 1 Corridor Sector Plan (2010)
- ULI Technical Assistance Panel Report, Creating a Future for Greenbelt Road/MD 193 (2018)
- Plan Prince George's 2035 Approved General Plan (2014)
- SHA Route 1 Phase-1 Design Plans (2019)
- SHA Access Manual (2016)
- SHA Context Driven Access & Mobility for All Users (2019)
- M-NCCPC Transportation Guide for Urban Communities (2019)

# Market Assessment

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## Interviews were conducted with:

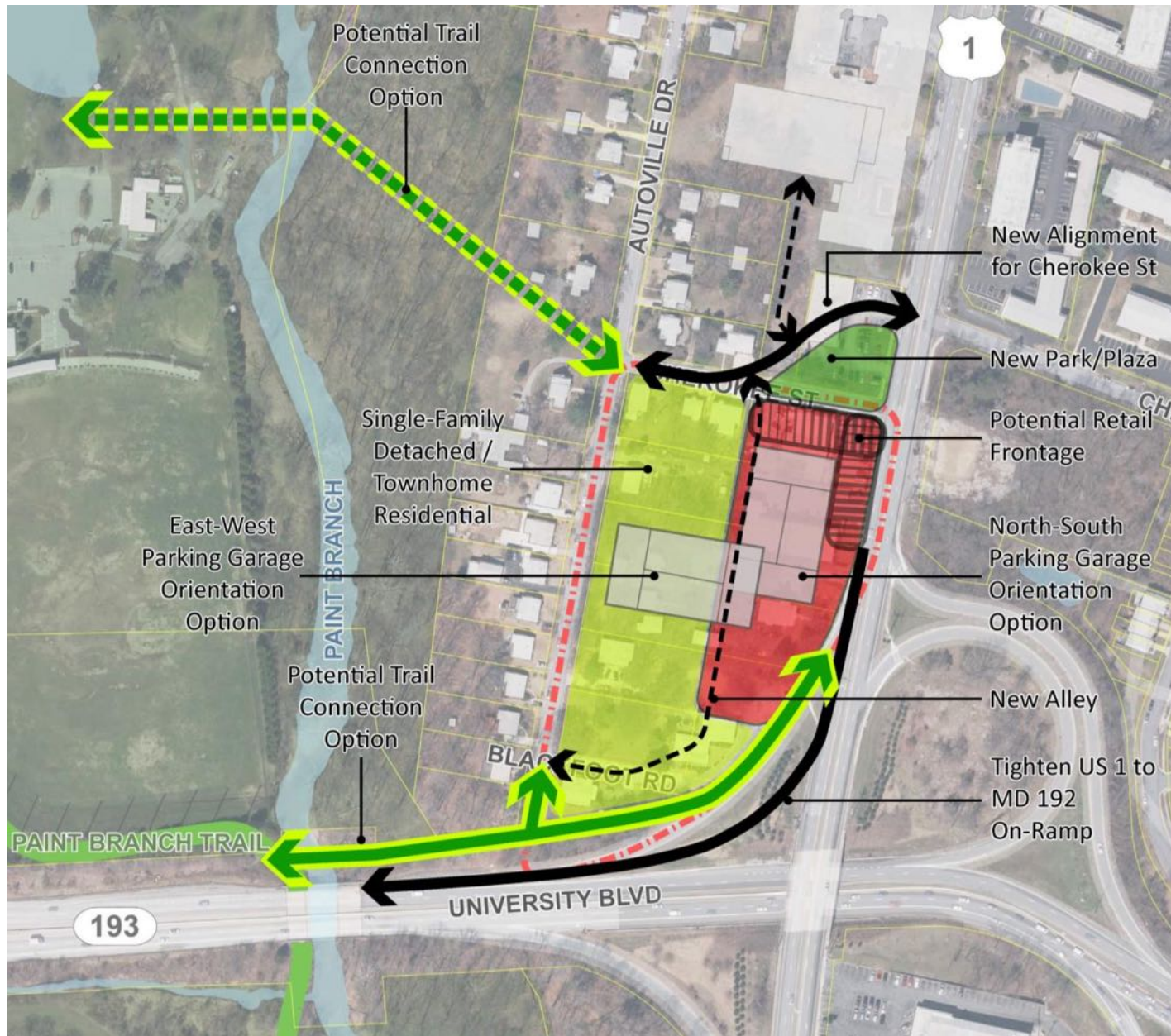
- Three developers active in the area
- Broker for Wood property
- A commercial broker

## Key Takeaways

- Land assembly critical for redevelopment
- Clarity on the future of MD 193 ramp
- Public incentives may be necessary to realize redevelopment
- Shortening the entitlement process will enhance the redevelopment potential



# Issues & Opportunities





# Agency & Stakeholder Engagement

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The project team met with several agency staff members and major stakeholders throughout the planning process

- Stakeholder meeting with the City staff and M-NCPPC staff  
(Parks & Recreation, Zoning, Area Planning, and Transportation) in February 2020
- Work-session with the City staff, SHA, and M-NCPPC staff in March 2020
- Market assessment interviews in March 2020
- Public input survey in May 2020

# Redevelopment Scenarios

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# Transportation Improvements

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- Streetscape enhancements with wide sidewalks, lighting, and landscaping along Route 1
- New trail connection from Route 1 to Paint Branch Trail along University Boulevard (MD 193)
- Realign Cherokee Street (West of Route 1) to connect with the signalized intersection
- Add high-visibility crosswalks and pedestrian ramps at Cherokee Street and Route 1
- Tighten University Boulevard (MD 193) on-ramp radius and relocate pedestrian crossing

# Redevelopment Options

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- Explored four redevelopment options
- Options tested the range of density, height, housing type, and open space
- High-level evaluation of feasibility of each of the options
- The project is not a development proposal and no developer was involved in designing of the options.

# Option A

## Redevelopment Details - Option A

	Area (Sq. Ft.)	Units (#)
Retail	N/A	
Multi-family Residential (2-over-2 stacked Townhome style condos)	74,800	34
Multi-family Net Lot Area (Acre)	2.4	
Multi-family Density (Units/Acre)	14	
Townhomes	26,400	12
Townhomes Net Lot Area (Acre)	1.4	
Townhome Density (Units/Acre)	9	
Open Space (Park/Plaza)	8,300	
Parking Spaces	92	

### Note:

Assumes 15' to 20' tall retail ground floor (Podium) and five 10' tall residential floors (Wood-frame)

Assumes average 15% common space for circulation and services and 1,200 Sq. Ft. average unit size for multi-family

Assumes 4 level parking garage with perpendicular parking

## Feasibility Factors

Number of parcels needed to be assembled	10
Number of property owners impacted	5
Rezoning required	Yes
Cherokee Street realignment	Yes

### Note:

Option A can be implemented incrementally property-by-property as existing properties become available for redevelopment and initiated without rezoning

## Option A - Townhomes/Stacked Townhomes

### Land Use Elements

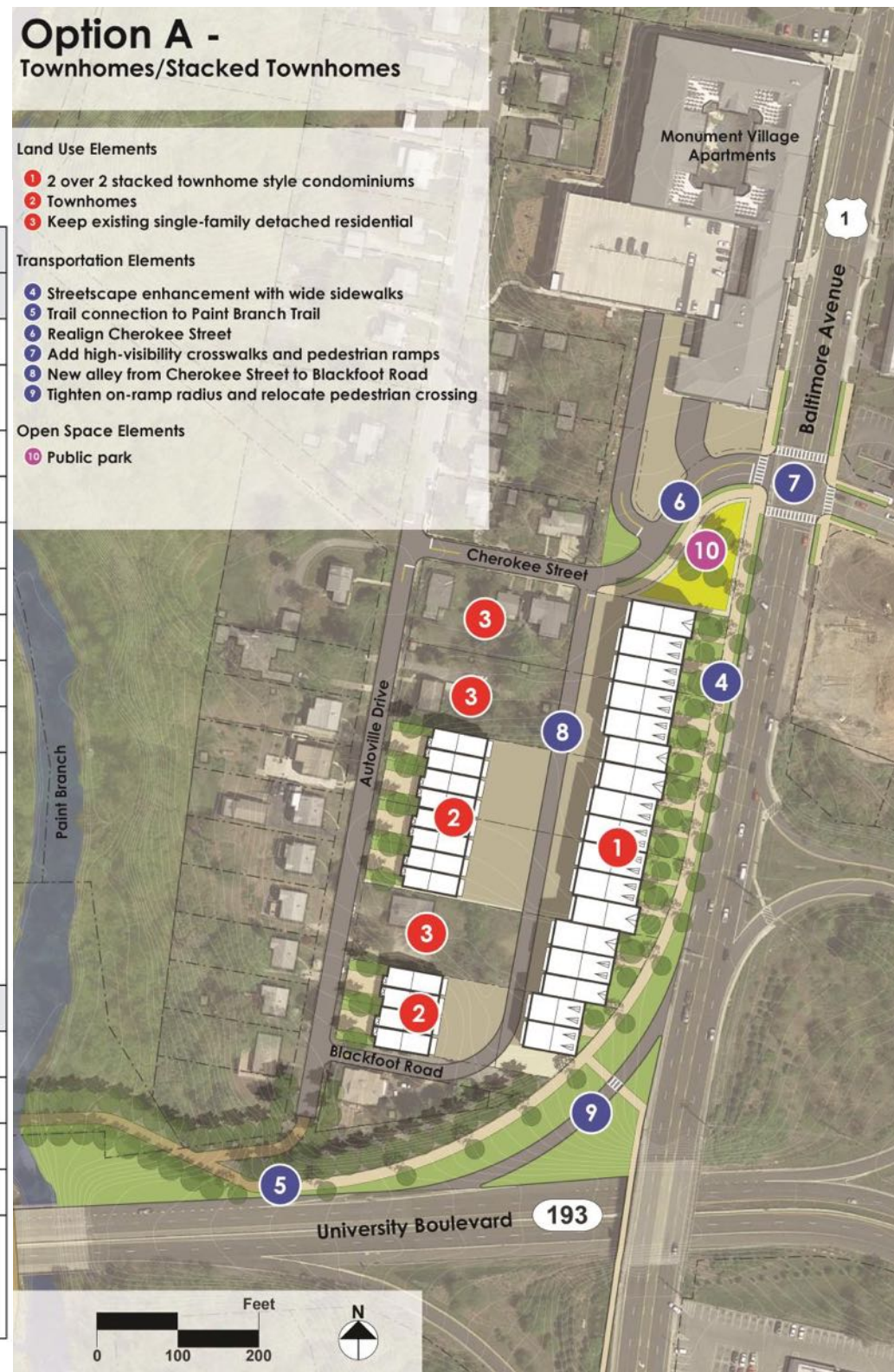
- 1 2 over 2 stacked townhome style condominiums
- 2 Townhomes
- 3 Keep existing single-family detached residential

### Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

### Open Space Elements

- 10 Public park





# Option A

## Land Use Elements

- 1 2 over 2 stacked townhome style condominiums
- 2 Townhomes
- 3 Keep existing single-family detached residential

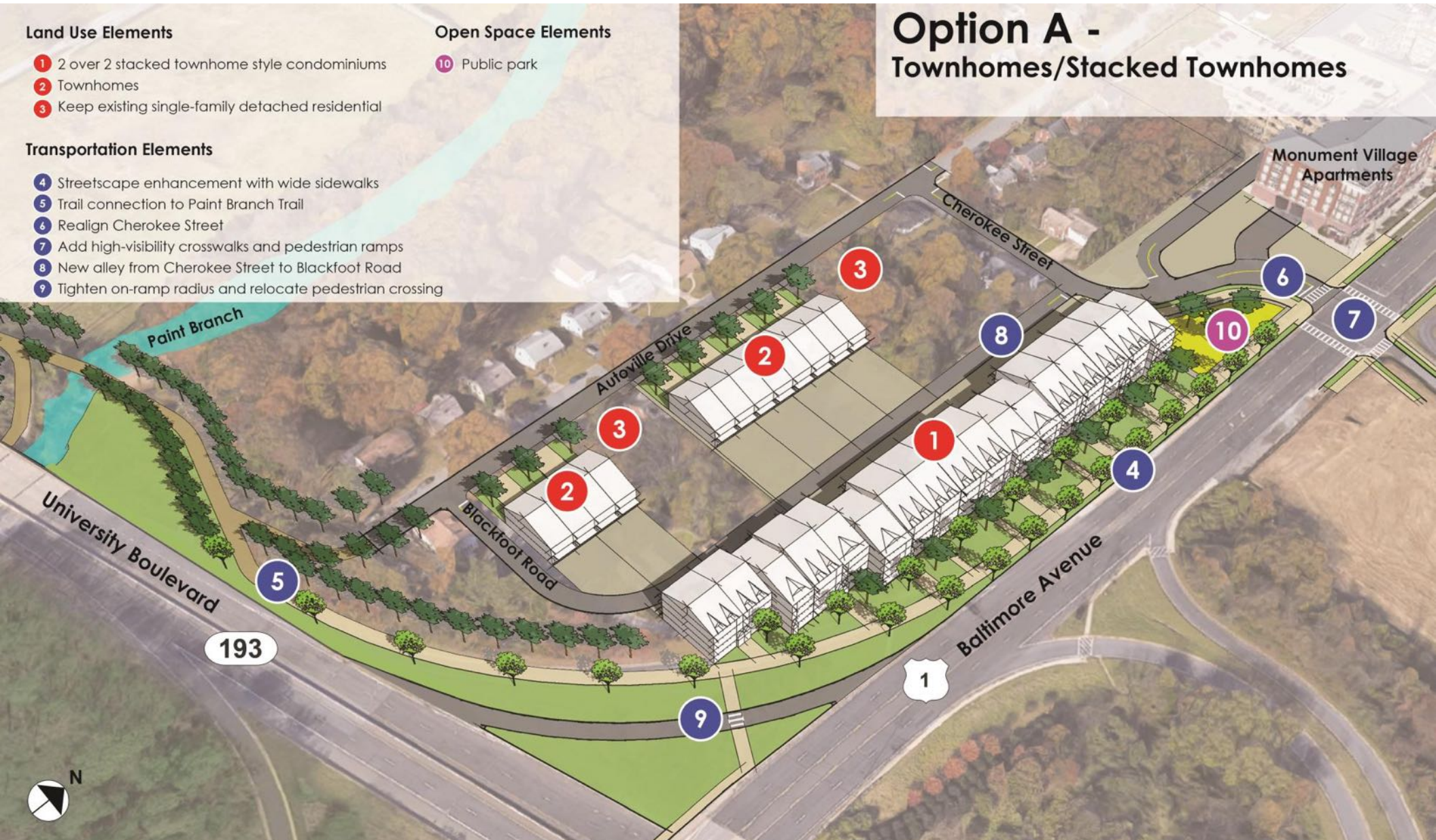
## Open Space Elements

- 10 Public park

## Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

## Option A - Townhomes/Stacked Townhomes



# Option A

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## Market Assessment

- Option A can be implemented incrementally, if it is financially feasible.
- The price of land along Route 1 may be above what developers are paying for raw land.
- Townhouses on Autoville Drive may be economically feasible but may not have community support and will require rezoning.



# Option B

## Redevelopment Details - Option B

	Area (Sq. Ft.)	Units (#)
Retail	8,000	N/A
Multi-family Residential	215,800	150
Multi-family Net Lot Area (Acre)	3.7	
Multi-family Density (Units/Acre)	40	
Townhomes	N/A	
Townhomes Net Lot Area (Acre)	N/A	
Townhome Density (Units/Acre)	N/A	
Open Space (Park/Plaza)	75,000	
Parking Spaces	350	

### Note:

Assumes 15' to 20' tall retail ground floor (Podium) and five 10' tall residential floors (Wood-frame)

Assumes average 15% common space for circulation and services and 1,200 Sq. Ft. average unit size for multi-family

Assumes 4 level parking garage with perpendicular parking

## Feasibility Factors

Number of parcels needed to be assembled	10
Number of property owners impacted	5
Rezoning required	No
Cherokee Street realignment	Yes

## Option B - Mixed-Use Medium Density Apartments (Only properties fronting Route 1)

### Land Use Elements

- 1 Retail ground floor + 5 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Keep existing single-family detached residential

### Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to parking garage
- 9 Tighten on-ramp radius and relocate pedestrian crossing

### Open Space Elements

- 10 Plaza with retail frontage
- 11 Apartment building courtyard
- 12 Public park





# Option B

## Land Use Elements

- 1 Retail ground floor + 5 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Keep existing single-family detached residential

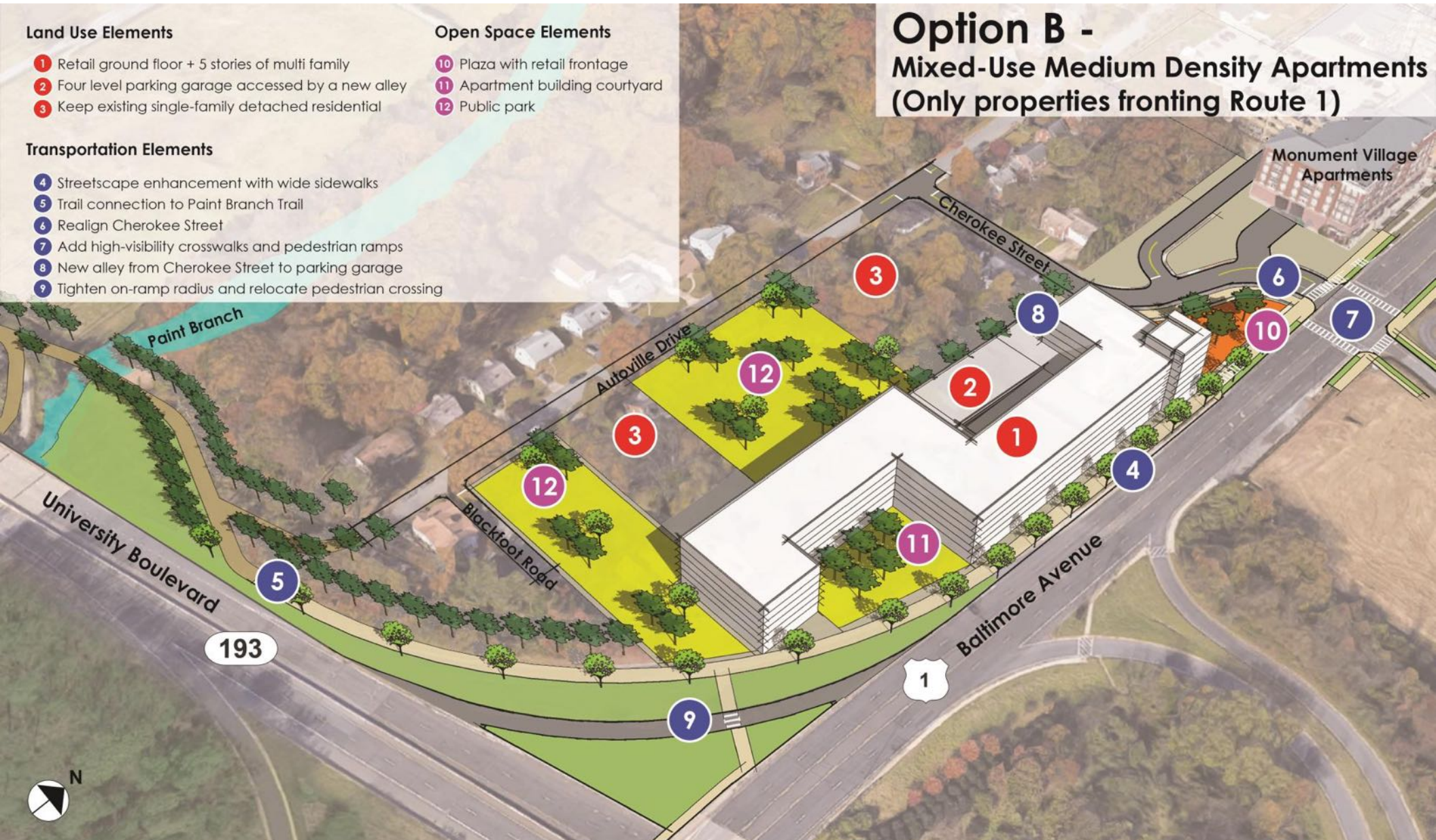
## Open Space Elements

- 10 Plaza with retail frontage
- 11 Apartment building courtyard
- 12 Public park

## Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to parking garage
- 9 Tighten on-ramp radius and relocate pedestrian crossing

## Option B - Mixed-Use Medium Density Apartments (Only properties fronting Route 1)



# Option B

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## Market Assessment

- Existing zoning permits the build-out in Option B.
- The unit land price rate (land price/number of apartment units) that developers are generally paying to buy land for redevelopment is lower than what they will need to pay for the study area properties because of the proposed zoning limitation of maximum 40 dwelling units/acre.
- Retail sq. ft. is feasible at Cherokee and Route 1 intersection.
- The park space may be attractive to the neighborhood.
- While an amenity, the park costs will further challenge project economics.



# Option C

## Redevelopment Details - Option C

	Area (Sq. Ft.)	Units (#)
Retail	8,000	N/A
Multi-family Residential	238,000	160
Multi-family Net Lot Area (Acre)	4	
Multi-family Density (Units/Acre)	40	
Townhomes	N/A	
Townhomes Net Lot Area (Acre)	N/A	
Townhome Density (Units/Acre)	N/A	
Open Space (Park/Plaza)	42,000	
Parking Spaces	360	

### Note:

Assumes 15' to 20' tall retail ground floor (Podium) and five 10' tall residential floors (Wood-frame)

Assumes average 15% common space for circulation and services and 1,200 Sq. Ft. average unit size for multi-family

Assumes 4 level parking garage with perpendicular parking

## Feasibility Factors

Number of parcels needed to be assembled	10
Number of property owners impacted	5
Rezoning required	No*
Cherokee Street realignment	Yes

### Note:

\* If Daria Land Group LLC properties are combined into one parcel and zoned as LTO-E, rezoning is not required

## Option C - Mixed-Use Medium Density Apartments (Garage along Autoville Drive)

### Land Use Elements

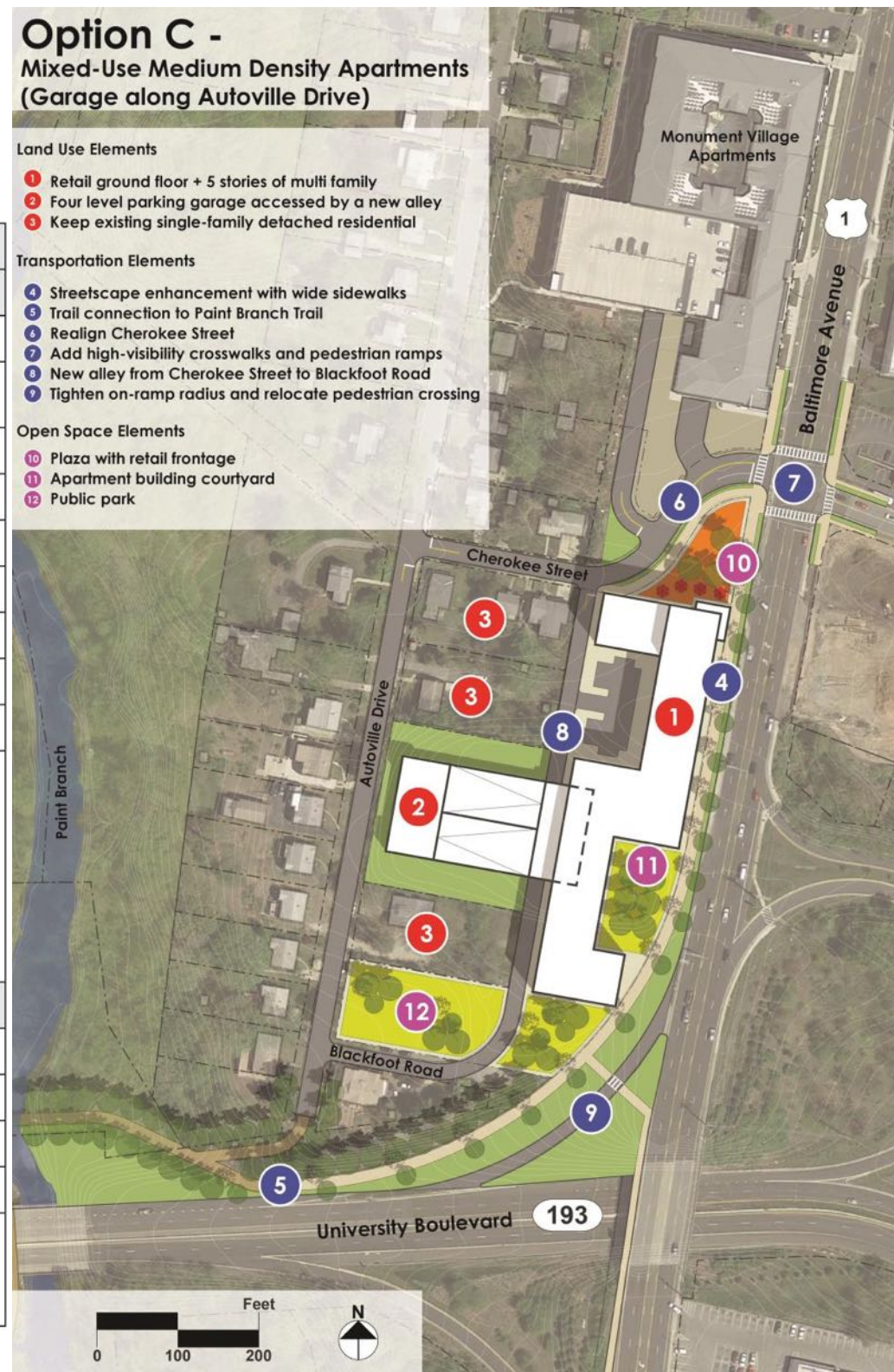
- 1 Retail ground floor + 5 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Keep existing single-family detached residential

### Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

### Open Space Elements

- 10 Plaza with retail frontage
- 11 Apartment building courtyard
- 12 Public park





# Option C

## Land Use Elements

- 1 Retail ground floor + 5 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Keep existing single-family detached residential

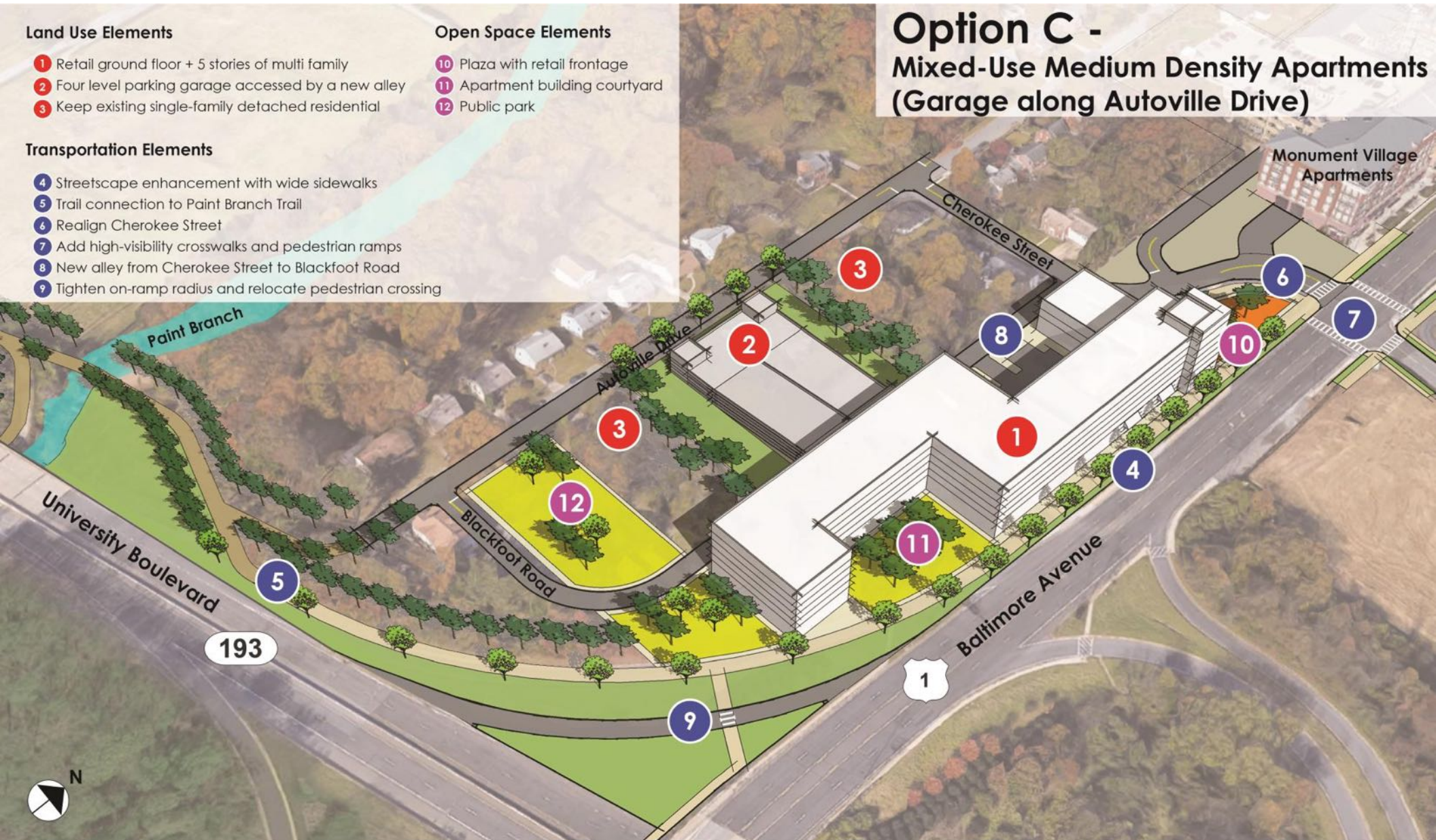
## Open Space Elements

- 10 Plaza with retail frontage
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- 12 Public park

## Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

## Option C - Mixed-Use Medium Density Apartments (Garage along Autoville Drive)



# Option C

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## Market Assessment

- Existing zoning permits the build-out in Option C.
- The apartment building's land price per unit is above what multi-family developers are paying.
- Retail sq. ft. is feasible at Cherokee and Route 1 intersection.
- The park space may be attractive to the neighborhood.
- While an amenity, the park costs will further challenge project economics.
- The east-west orientation of the parking garage provides more developable land in Option C.



# Option D

## Redevelopment Details - Option D

	Area (Sq. Ft.)	Units (#)
Retail	16,000	N/A
Multi-family Residential	412,000	290
Multi-family Net Lot Area (Acre)	4.2	
Multi-family Density (Units/Acre)	69	
Townhomes	36,000	18
Townhomes Net Lot Area (Acre)	1.5	
Townhome Density (Units/Acre)	12	
Open Space (Park/Plaza)	54,000	
Parking Spaces	386	

### Note:

Assumes 15' to 20' tall retail ground floor (Podium) and five 10' tall residential floors (Wood-frame)

Assumes average 15% common space for circulation and services and 1,200 Sq. Ft. average unit size for multi-family

Assumes 4 level parking garage with perpendicular parking

## Feasibility Factors

Number of parcels needed to be assembled	14
Number of property owners impacted	11
Rezoning required	Yes
Cherokee Street realignment	Yes

## Option D - Mixed-Use High Density Apartments and Townhomes

### Land Use Elements

- 1 Retail ground floor + 4 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Townhomes

### Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

### Open Space Elements

- 10 Plaza with retail frontage
- 11 Apartment building courtyard
- 12 Public park





# Option D

## Land Use Elements

- 1 Retail ground floor + 4 stories of multi family
- 2 Four level parking garage accessed by a new alley
- 3 Townhomes

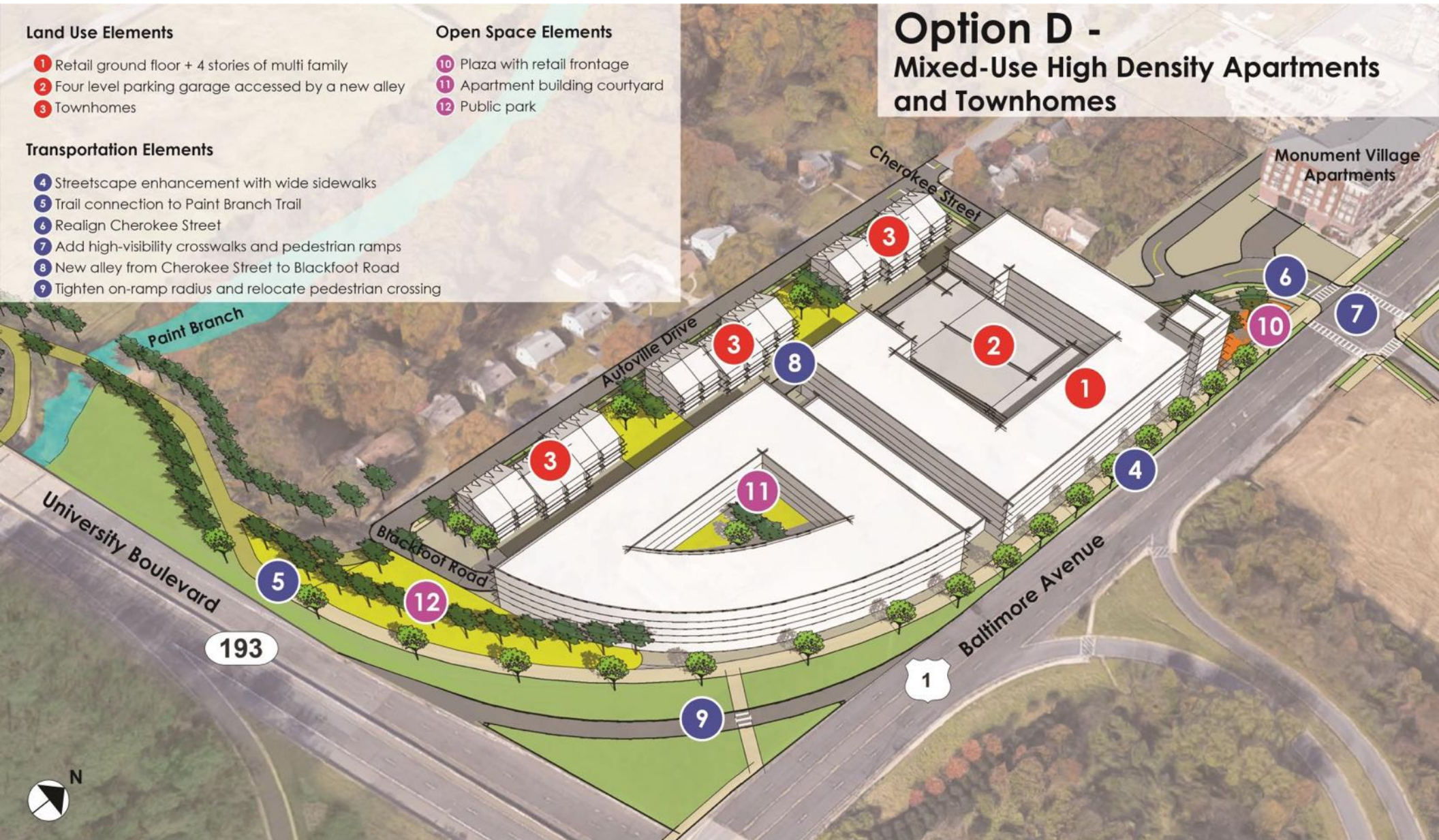
## Open Space Elements

- 10 Plaza with retail frontage
- 11 Apartment building courtyard
- 12 Public park

## Transportation Elements

- 4 Streetscape enhancement with wide sidewalks
- 5 Trail connection to Paint Branch Trail
- 6 Realign Cherokee Street
- 7 Add high-visibility crosswalks and pedestrian ramps
- 8 New alley from Cherokee Street to Blackfoot Road
- 9 Tighten on-ramp radius and relocate pedestrian crossing

## Option D - Mixed-Use High Density Apartments and Townhomes



# Option D

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## Market Assessment

- Rezoning would be required for this option, since proposed LTO-e zoning will not allow redevelopment over 40 DU/Acre. The proposed RSF-65 zoning will also not allow townhomes fronting Autoville Drive.
- This is the most attractive option from an economic perspective because of the number of housing units and total sq. ft. of redevelopment.
- However, land assembly, property acquisition complexity and costs may make this option infeasible due to lack of community support, rezoning requirements, and lengthy approval process.
- Market may not support 16,000 retail sq. ft. even with the increased density.



# High-Level Evaluation of Options

Goals & Objectives	Option A	Option B	Option C	Option D
Likelihood of attracting private investment to redevelop the study area based on redevelopment feasibility.	Medium*	Medium	Medium	Low
Area of additional public amenities and useable open space such as parks and plazas.	Low*	High	Medium	Medium
Level of transformation in terms of redevelopment area.*	Medium*	Low	Medium	High
Reduced impact of MD 193 ramp on site redevelopment.	Yes	Yes	Yes	Yes
Provide an attractive public realm along Route 1 and improve pedestrian and bicycle connectivity.	Yes	Yes	Yes	Yes
<p><b>*Note:</b></p> <p>Option A can be implemented incrementally property-by-property as existing properties become available for redevelopment and initiated without rezoning</p>				

# Public Input

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# Public Input

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- A project website and survey were developed in place of an in-person meeting
- The website and survey remained live for the month of May 2020
- The website and survey was advertised through:
  - Postcards were mailed to all homes and businesses in study area
  - City's website
  - City's various social media channels
- A paper version of the survey and the website were made available
- The survey questions solicited feedback on:
  - The type of development preferred
  - Community's support of the transportation improvements
  - Level of support for redevelopment options

# Public Input

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- The survey received 69 total responses
- A broad range of respondents took the survey

## **Main Takeaways:**

- Strong support for all transportation recommendations
- Support for adding new retail and open space
- No strong preference for building type fronting Route 1
- Strong preference for detached single-family residential fronting Autoville Drive

*\*Detailed survey results are included in the report appendix.*

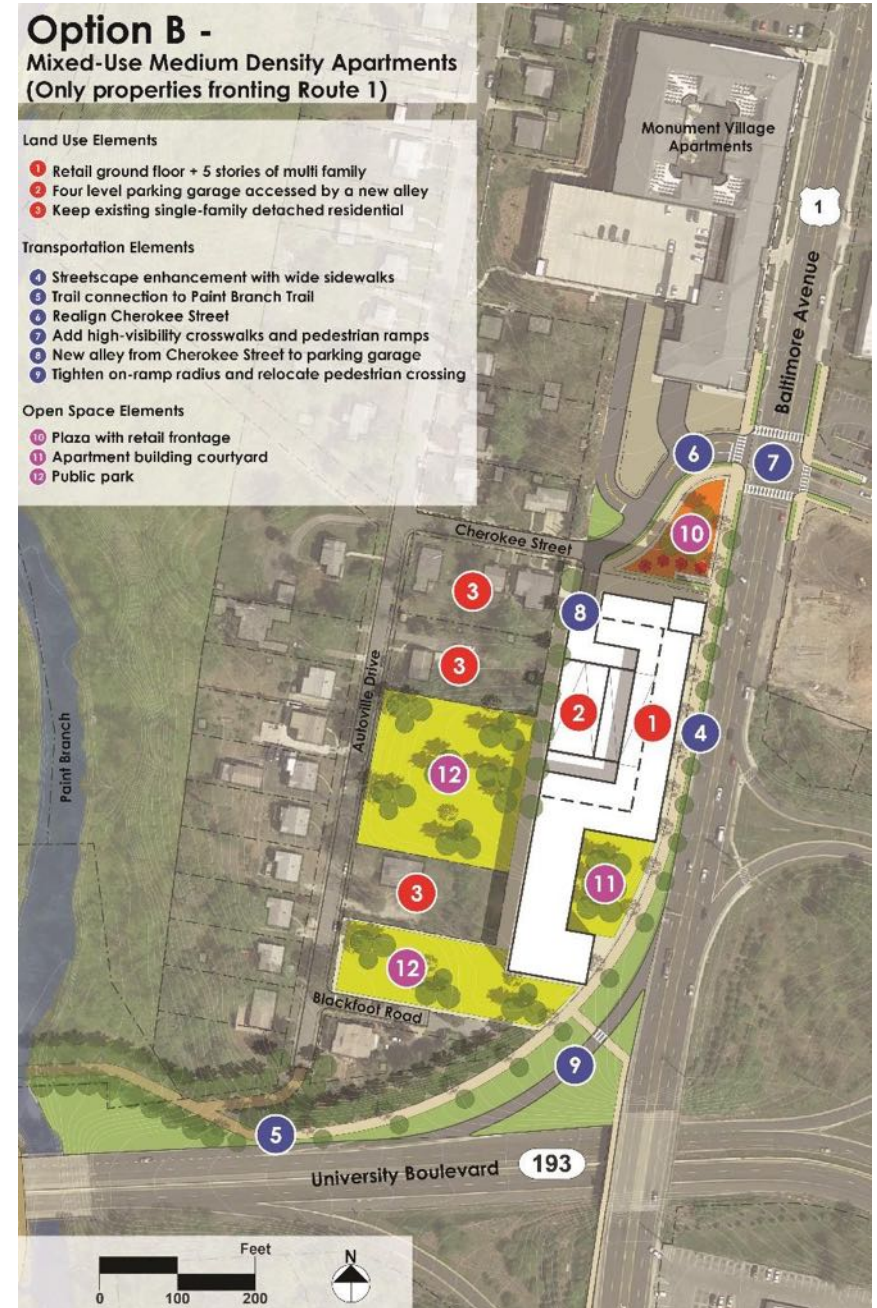


# Public Input

- Respondents preferred Option B among the four options

## Option B includes:

- Six story multi-family building with parking garage and partial retail on ground floor fronting Route 1
- Public open space fronting Autoville Drive
- Maintain existing single-family detached residential along Autoville Drive



# Key Findings & Recommendations

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# Key Findings & Recommendations

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## Multi-Modal Transportation Improvements

The City can work with M-NCPPC and MDOT-SHA to implement the transportation improvements:

- Streetscape enhancements with wide sidewalks, lighting, and landscaping along Route 1
- New trail connection from Route 1 to Paint Branch Trail along University Boulevard (MD 193)
- Realign Cherokee Street (West of Route 1) to connect with the signalized intersection
- Add high-visibility crosswalks and pedestrian ramps at Cherokee Street and Route 1
- Tighten University Boulevard (MD 193) on-ramp radius and relocate pedestrian crossing

# Key Findings & Recommendations

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## Redevelopment

- Land assembly will be critical
- The China Buffet restaurant property at the corner of Cherokee Street and Route 1 is vital to provide access to study area from Cherokee Street.
- 40 DU/Acre maximum density under LTO-E zoning is lower than recent developments and may not be financially feasible.
- RSF-65 zoning primarily allows only detached single-family residential development and does not allow townhomes.
- Any redevelopment may require rezoning, likely to LTO -Planned Development (PD) zoning category.



# Thank You

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***Planning Director***

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